INFORMATION LETTER

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Smith and Hemingway Speak at State Canners Conventions

N.C.A. President Milan D. Smith spoke at the annual convention of the Wisconsin Canners Association and Vice President John C. Hemingway spoke at the annual convention of the Indiana Canners Association this week.

Mr. Smith in Wisconsin

Mr. Smith reported to the Wisconsin canners some of his observations about food processing and distribution in Russia while there as a member of a U. S. food industry research delegation. The canning industry of Wisconsin was cited as an excellent example of how food technology in the United States surpasses that of Russia.

Mr. Smith asserted that food canning is one field of technology in which the Russians have not even come close to the scientific development in the U. S. He said that Russia is from 20 to 30 years behind the United States in food processing and distribution techniques, and he characterized Russia's food processing industry as utilizing a good deal of hand labor to accomplish tasks which in the United States have been mechanized for many years.

In a comparison of canning efficiency, Mr. Smith pointed out that Wisconsin packs about 1.4 billion containers of canned fruits and vegetables annually in a state of 54,704 square miles of land area and a population of 4 million, whereas Russia produces about 2.7 billion containers of canned fruits on one-sixth of the earth's land surface and with a population of more than 200 million people.

Mr. Hemingway in Indiana

Mr. Hemingway spoke to the Indiana canners about agricultural policies advocated during the recent political campaign. He stated that the controlled supply scheme advocated by President-elect Kennedy's farm program is not needed for canning crops.

Mr. Hemingway pointed out that contract farming, first developed by the canning industry, is acclaimed by most farm experts as the most effective means of strengthening the farmer's marketing position.

"Contracting for a canning crop acreage, before the farmer incurs any expense connected with the production of his crop, provides complete freedom for the farmer to make his choice as between the price offered him for his canning crop, and his opportunity to use that same land for other crops," Mr. Hemingway stated.

He explained that the farmer has an alternative opportunity to decide whether to grow crops supported by government programs or canning crops. "This opportunity would have a major effect on the price the farmer would consider acceptable for growing canning crops."

Mr. Hemingway also pointed out that the election returns indicated that Senator Kennedy's controlled supply program is not acceptable to farmers in Indiana and most of the other Midwest states, and that legislation to implement such a program will not be easy to get through Congress.

Mr. Hemingway stated that the agricultural planners of the new administration would do well to consider the successful pattern that canners and their growers have developed down through the years. Canning crops are not supported with a parity price nor other federal aids and such help has never been asked. Nonetheless, canning crops have not created surpluses burdensome to the taxpayer. It is in the agricultural crops that have been supported that the expensive, distress surpluses have developed, he said. Yet, "the marketing system devised by the canning industry and now in effect throughout the industry provides a satisfactory income to growers of canning crops as measured by the standard in the Kennedy program," he said.

Highlights of the Smith and Hemingway speeches were reported in press releases issued by the N.C.A. Information Division to newspapers and radio-TV outlets in Wisconsin and Indiana as well as to the local and national wire services and trade papers.

Color Additives Developments

Answers to the color additives questionnaire recently mailed to canners are coming in at a substantial rate. It is evident, however, that information should also have been requested as to the products in which any additives are used. Canners who have not yet returned the questionnaire are requested to include this information, and those who have already replied are also urged to furnish it.

An open meeting to discuss proposed general regulations under the Color Additives Amendment and receive suggestions thereon was held November 17 at the invitation of the Food and Drug Administration, and attended by more than 100 representatives of industry and allied organizations. The general regulations when finally adopted are expected to resolve many of the questions now current as to what products and ingredients will be affected by the Amendment, and in what way.

1960 Pack of Canned Corn

The 1960 pack of canned sweet corn totaled 34,435,087 actual cases compared with the 1959 pack of 40,160,497 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/303's, the 1960 pack amounted to 35,275,624 cases compared with the 1959 pack of 41,231,575 cases.

The totals do not include field corn, corn on the cob, succotash, or any other mixtures with ingredients other than peppers.

The pack was smaller than the 1959 pack in all important states except Maryland.

The total canner supply of canned corn for the 1960-61 season is 37.4 million cases, 13 percent less than the supply at the start of the 1959-60 season. This year's supply is 6 percent less than last year's shipments. All of this shortage is attributable to the decrease in the supply of golden varieties, which is 8 percent less than last year's shipments. The 1960-61

supply of white varieties is 16 percent more than last year's shipments.

The greatest supply deficiency, in relation to last year's shipments, is reflected in the supply of 12-oz. vacuum cans, which is 23 percent less than 1959-60 shipments, and in the supply of No. 10's, both whole kernel golden and cream style golden.

	1957	1958	1959	1960
	(*millions of actual cases*)			
Carryover	5.6	5.2	2.7	2.9
Pack	37.5	32.1	40.2	34.4
Canner supply	43.1	37.3	42.9	37.4
Canner shipments	37.9	34.6	39.9	

1960 Pack of Canned Corn by Container Size

Container Size	1959	1960
	(*actual cases*)	
8Z Short and Tall	3,468,011	3,247,080
12Z Vacuum	8,434,667	6,257,003
No. 303 and 300	24,735,069	22,258,086
No. 10	3,328,298	2,510,541
Miscellaneous	194,452	161,777
U. S. Total	40,160,497	34,435,087

Spinach for Processing

The production of fall spinach for processing is forecast at 22,000 tons, 28 percent more than was harvested in the fall of 1959 but 15 percent below the 10-year average, according to the Crop Reporting Board of USDA.

Oklahoma and Arkansas account for a large portion of the expected increase over last year's production. The acreage planted in those states is smaller than a year earlier but they expect to harvest a much higher percent of the acreage. Loss of acreage from flooding was heavy there last year. Washington, with a small increase in acreage and expected yield, will have more production this year than last.

Seasonal Group and State	10-year ave. 1949–58	1959	1960 Indicated	Percent change from 1959
	(*tons*)	(*tons*)	(*tons*)	
Winter	[1]2,800	4,400	6,650	+ 51
Early spring	50,800	64,000	65,900	+ 2
Late spring	47,100	61,300	56,700	− 8
Fall:				
Arkansas	1,300	900	2,000	+122
Oklahoma	1,000	600	3,200	+433
Washington	3,500	4,500	5,100	+ 13
Other states[2]	19,600	11,120	11,700	+ 5
Group total	26,000	17,120	22,000	+ 28
U. S. Total	124,400	147,420	151,250	+ 3

[1] 1957–58; estimates not available for prior years. [2] Calif., Md., N. J., N. Y., Pa., Tenn., and Va.

1960 Pack of Canned Corn by State and Variety

Region and State	1959 White	1959 Golden	1960 White	1960 Golden
	(*actual cases*)		(*actual cases*)	
East:				
Maine, Vt., and N. H.	.....	711,753	.....	587,097
New York	.....	1,337,995	.....	1,087,780
Maryland	441,087	1,476,671	450,007	1,070,628
Pennsylvania	174,868	392,972	171,046	373,686
Other states	.....	403,622	.....	379,222
Midwest:				
Ohio	(a)	710,943	(a)	544,877
Indiana	(a)	(a)	(a)	(a)
Ill. and Minn.	1,767,930	14,320,937	2,000,287	12,747,059
Wisconsin	280,839	9,512,983	166,070	7,585,209
Iowa	(a)	1,094,565	(a)	592,181
Other states	470,901	1,004,984	194,765	942,450
Western states	.....	5,457,447	.....	4,882,704
U. S. Total	3,135,625	37,024,872	3,042,175	31,392,912

(a) Included in other states.

1959-60 Pack of Sauerkraut

(N.C.A. Division of Statistics in cooperation with the National Kraut Packers Association)

State	1958–59	1959–60
	(*actual cases*)	
New York	2,431,660	2,105,685
Ohio, Mich., and Ind.	1,218,295	922,712
Wisconsin	1,935,692	1,475,084
West	711,538	940,627
Other states	762,213	836,384
U. S. Total	7,059,371	6,280,492

On the basis of standard cases of 24/303's, the 1960 pack amounted to 8,229,253 cases compared with the 1959 pack of 9,315,556 cases.

West: Colo., Ore., Utah, and Wash. Other states: Conn., Ill., Mass., Mo., N. C., Pa., Tenn., and Texas.

1960 Packs of Canned Berries

(N.C.A. Division of Statistics)

Blackberries

State	1959	1960
	(*actual cases*)	
Northwest	201,945	159,610
Other states	322,613	127,237
U. S. Total	524,558	286,847

On the basis of standard cases of 24/2½, the 1960 pack amounted to 193,001 cases compared with the 1959 pack of 354,659 cases.

Boysenberries-Loganberries Youngberries

State	1959	1960
	(*actual cases*)	
Northwest	125,634	92,676
Other states	163,458	28,698
U. S. Total	289,092	121,374

On the basis of standard cases of 24/2½, the 1960 pack amounted to 76,978 cases compared with the 1959 pack of 181,548 cases.

Other states: Ala., Ark., Calif., Fla., La., Mich., Okla., Tenn., and Texas.

Deciduous Fruit Production

Harvest of deciduous fruits was virtually complete by November 1 and, according to the Crop Reporting Board of USDA, total 1960 production falls 7 percent below 1959 but is 3 percent above the average for 1949-58.

Following are prospects as of November 1 for fruits for which pack reports have not been completed:

Crop	1959	1960 Indicated	Percent change from 1959
	(*thous. of bushels*)		
Apples, all	121,787	107,370	−12
East	58,800	49,810	−15
Central	23,112	21,315	− 8
West	39,785	36,245	− 9
Pears, all	30,191	26,408	−13
	(*tons*)	(*tons*)	
Bartlett pears, 3 Pacific Coast states	490,500	416,000	−15
	(*barrels*)		
Cranberries, all	1,237,200	1,344,000	+ 9
Mass.	545,000	790,000	+14
N. J.	95,000	86,000	− 9
Wis.	440,000	385,000	−12
Wash.	100,000	52,800	−50
Ore.	51,200	30,200	−41

Cucumbers for Pickles

Production of cucumbers for pickles is estimated as of November 1 at 14,183,000 bushels, according to the Crop Reporting Board of USDA. Such an output would be about equal to the 1959 production of 14,214,000 bushels but 11 percent above the average for 1949-58.

Generally, USDA said, this was a good year over the country for the production of cucumbers. Most major producing states had a better yield per acre than last year. A higher nationwide yield per acre of 146 bush-

els per acre offset a 5 percent reduction in acreage.

PICKLE STOCKS

Stocks of salt and dill pickles in tanks and barrels on October 1 totaled 11,869,000 bushels, 6 percent less than the 12,651,000 bushels on hand a year earlier but 2 percent above the average stocks on October 1. Of the 11,869,000 bushels in storage, 8,916,000 bushels were produced this year and 2,953,000 bushels were carryover stocks. This compares with 9,338,000 bushels a year ago from the 1959 crop and a carryover of 3,313,000 bushels.

Production of Field Crops

Following are prospects for production of selected field crops on the basis of November 1 conditions, according to the Crop Reporting Board of USDA:

Crop	1959	1960 Indicated	Percent change from 1959
	(thous. of bags)		
Dry edible beans, all	18,212	17,881	− 2
New England	6,820	7,290	+ 7
Northwest	5,951	5,261	−12
Southwest	1,723	1,831	+ 6
Calif.	3,718	3,499	− 6
Rice	53,122	54,218	+ 2
	(thous. of cwt.)		
Potatoes	243,281	253,784	+ 4
Sweet potatoes, all	18,703	15,519	−17
N. J.	1,360	1,378	+ 1
Va.	1,958	1,960	....
La.	5,022	3,770	−25
Ala.	684	540	−21
Miss.	1,083	720	−34

Earl Chapin May

Earl Chapin May, 87, author of *The Canning Clan*, well-known history of the industry, died November 11 in Rochelle, Ill. He wrote books on other industries and was a press agent for circuses.

In 1935 the Canning Machinery and Supplies Association commissioned him to write a detailed history of the canning industry, and for nearly two years he traveled through the canning areas obtaining data. A joint N.C.A.-C.M.&S.A. committee assisted the author in his fact-finding, in making contacts with informed individuals, and acted as an editorial board. Both associations also guaranteed purchase of a specific number of copies for distribution to their membership. The book, now out of print, was published in 1937 by The MacMillan Company under the title of *The Canning Clan*, and has been an important historical reference work.

School Lunch Journal Features C.&T.R. Curriculum Activity

The school project of the N.C.A. Consumer and Trade Relations Program, which brings the canned foods story into elementary school instruction, was the subject of the lead feature article of the November issue of *School Lunch Journal*, entitled "School Lunch and A World of Information." The article, by Mrs. Kathleen Doyle, teacher in charge of school lunch at the Mineola Number 10 School District, Mineola, N. Y., described the various school projects in the Mineola classrooms dealing with canning.

One of several illustrations accompanying the article showed members of the fifth grade class completing a project showing the interdependence of various industries on others—agriculture, transportation, canning, and marketing. Another shows the third grade class singing the words and music of a song they composed entitled, "Song about the Canning Industry." Another pictures a bulletin board chart entitled, "How We Learn," depicting the progress made in their canned foods nutrition study in which children helped plan menus, and class credits were given when the menu they selected was served in the school cafeteria.

Mrs. Doyle's article showed also how the 150th year of canning was used to create history projects, and how a study of their school lunch patterns fitted in with the showing of the C.&T.R. film "The Three Squares." French menus involving canned foods were created as part of language instruction. In many other ways the canned foods story was involved in mathematics classes, map reading, letter writing, practical nursing, and other courses.

A junior high school science class visited a cannery, and later showed photos they took and described their tour to members of a lower grade in school. Altogether, six schools in the Mineola District took part in the projects dealing with canning. From the Mineola Project a curriculum manual is being prepared for distribution to other school systems.

Practical Home Economics

How home economics teachers can present meal planning to students in a 40-minute homemaking class is shown in an article, "Meals in Minutes," featuring canned foods, in the November issue of *Practical Home Economics* magazine.

The article begins, "Teachers all over the country are faced with the 40-minute homemaking period. How can students learn the fundamentals of planning and preparing nutritious meals for the family in a limited time and stay within an established budget?

"It can be done by selecting menus which are economical and quick to prepare and which illustrate all the basics of balanced nutrition and a variety of cooking techniques. A canned foods menu suits this purpose admirably, for the girls have a choice of over 1,200 different foods which lend themselves to variations and quick preparation."

Canned foods included in the menus are vegetable juice, boned chicken, sliced pineapple, dark sweet cherries, pineapple juice, red kidney beans, whole kernel corn, tomatoes, ripe olives, red tart cherries, tomato juice, tuna, peas, apple sauce, onion soup, luncheon meat, sweet potatoes, peach slices, and green beans.

Four attractive black and white photographs of the prepared menus illustrate the article.

Institutional Food Service Subject of New "Road Show"

A professional "road show" designed to promote and demonstrate use of food products to the institutional trade has been created by James Scully of Nejelski & Co., the organization now conducting the canned foods institutional study project of the N.C.A. Consumer and Trade Relations Program. Members of the C.&T.R. Committee witnessed a preliminary showing at their October meeting in New York City.

Entitled "The Wonder World of New Ideas," the show will present two-hour programs in 15 cities that represent 40 percent of the national market potential for institutional food products. The production is a self-sufficient unit traveling on its own trailer truck and including all equipment and props—lights, music, sets, and cooking equipment. A company of professional actors and technicians travels with the show, which will be given in the ballroom of leading hotels, with invitations to restaurant and institutional operators from a radius of 50 miles. Each guest receives a kit in the shape of a big menu containing recipes, reprints, brochures, and other material about the products and new ideas to be presented. Space is provided for displays of the products of each sponsor. A meeting place for wholesalers, brokers, prospects and

Schedule of Principal Events of the 1961 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

SATURDAY, JANUARY 21

12:30 p.m.—N.C.A. Administrative Council
12:30 p.m.—C.M.&S.A. Board of Directors
4:30 p.m.—Forty-Niners Annual Meeting
5:15 p.m.—Forty-Niners Award Ceremony
7:00 p.m.—State Secretaries Dinner

SUNDAY, JANUARY 22

8:00 a.m.—N.C.A. Legislative Committee
8:00 a.m.—N.C.A. Consumer and Trade Relations Committee
10:00 a.m.—N.C.A. Board Executive Session
10:00 a.m.—C.M.&S.A. Annual Meeting
12:00 noon to 5:00 p.m.—C.M.&S.A. Exhibit
12:30 p.m.—N.C.A. Board Luncheon
2:30 p.m.—N.C.A. Board Executive Session
2:30 p.m.—N.C.A. Equipment Sanitation Committee
6:00 p.m.—Old Guard Reception and Banquet
7:30 p.m.—N.C.A. Research Smoker

MONDAY, JANUARY 23

8:00 a.m.—N.C.A. Consumer Service Committee
8:00 a.m.—N.C.A. Fishery Products Committee
9:00 a.m.—N.C.A. Nominating Committee
10:00 a.m.—N.C.A. Annual Meeting and Convention General Session
10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit
12:00 noon—Food Editors Reception and Luncheon
12:30 p.m.—N.C.A. Research Committee Luncheon
12:30 p.m.—N.C.A. Statistics Committee
2:00 p.m.—N.C.A. Labeling Advisory Subcommittee
2:00 p.m.—Food Editors Conference
3:00 p.m.—N.C.A. Claims Committee
7:00 p.m.—Young Guard Banquet

TUESDAY, JANUARY 24

8:30 a.m.—N.C.A. Research Program—Canned Foods Assure Adequate and Safe Diets
8:30 a.m.—N.C.A. Marketing Program—FTC Economic Studies and Surveys in the Food Industry
8:30 a.m.—N.C.A. Raw Products Program—Recent Developments in Mechanical Harvesting and Handling
8:30 a.m.—N.C.A. Fishery Program—Free or Controlled Trade in the International Market—A Debate
10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit
12:30 p.m.—N.C.A. Procurement Committee
12:30 p.m.—Joint Allied Industry and C.&T.R. Luncheon
2:00 p.m.—N.C.A. Statistical Quality Control Clinic
2:00 p.m.—N.C.A. Processing Committee on Foods in Metal Containers
2:30 p.m.—N.C.A. Labeling Committee
6:30 p.m.—N.C.A. Raw Products Committee
7:00 p.m.—C.M.&S.A. President's Reception
8:00 p.m.—C.M.&S.A. Dinner Dance

WEDNESDAY, JANUARY 25

8:30 a.m.—N.C.A. Research Program—Plant Maintenance and Sanitation
8:30 a.m.—N.C.A. Marketing Program—The Institutional Market
8:30 a.m.—N.C.A. Raw Products Program—The Critical Evaluation of the Pesticide Screen Program
10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit

CANNED FOODS THE YEAR-ROUND HARVEST

customers is part of the set-up, and during the show two "taste breaks" are planned in which recipes prepared on the premises with sponsored products using sponsor's recipes will be served to the audience.

The show is tentatively scheduled to open in Boston, September 15, 1961, and the itinerary includes Hartford, New York City, Albany, Buffalo, Cleveland, Detroit, Chicago, Milwaukee, Minneapolis, Kansas City, St. Louis, Cincinnati, Pittsburgh, and Philadelphia.

Details of the schedules of costs to sponsors for obtaining varying time allotments on the show, and arrangements for private showing of a scaled-down prototype production can be arranged before the closing date of January 15 by writing James C. Scully, Nejelski & Co., 120 East 56th St., New York 22, N. Y.

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